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| Using Social Bookmarking |
| **Summary**: For this lesson students will gather information related |
| Lesson Plan Objectives |
| Upon completing of this lesson, students will be able to:   * Identify online discount stock brokers * Evaluate various investment tools * Determine the value of stock brokers |
| Materials/Resources |
| * Desktops * Diinjo |
| Lesson Facilitation |
| **Introduction**: Half of the students will be given an article that contains highlighted sections and the other half will have non-highlighted sections. Students will be asked questions directly related to the article. When students find the answers, they are to raise their hands. The highlighted section of groups can work together to find the answer.  The side with the highlighted papers should respond first.  Explain to students that have resources bookmarked and sharing with others is a quick way to retrieve information. Today we will be created social bookmarking sites. |
| **Instruction**:   1. Guide students through the process of creating a Diinjo account. 2. Have students join a group 3. Have students identify tags that would be relevant to stockbrokers. 4. Advise students to search the internet for online stock brokers. Identifying the fees and services they provide. 5. Students will bookmark 3 sites. 6. Each should have a unique description about the strength of each site. 7. Share one valuable tool that is offered. |
| **Summary**:   1. Ask students how social bookmarking could help them when investing? 2. What type of services did the stock brokers offer? |

**Secret Shopper Blog**

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| **Category** | **4** | **3** | **2** | **1** |
| **Content** | All 4 sections of a SWOT analysis are given, with multiple points for each section. | All 4 sections of a SWOT analysis are given, missing some points. | Some sections of a SWOT analysis are given or missing some points. | Many sections of a SWOT analysis are given or missing points. |
| **Support** | Relevant, telling, quality details give the reader important information that goes beyond the obvious or predictable. | Supporting details and information are relevant, but one key issue or portion of the SWOT is unsupported. | Supporting details and information are relevant, but several key issues or portions of the SWOT are unsupported. | Supporting details and information are typically unclear or not related to the topic. |
| **Grammar and Spelling** | Blogger makes no errors in grammar or spelling that distract the reader from the content. | Blogger makes 1-2 errors in grammar or spelling that distract the reader from the content. | Blogger makes 3-4 errors in grammar or spelling that distract the reader from the content. | Blogger makes more than 4 errors in grammar or spelling that distract the reader from the content. |
| **Reply** | Student is able to accurately answer almost all questions posed by classmates about the topic. | Student is able to accurately answer most questions posed by classmates about the topic. | Student is able to accurately answer a few questions posed by classmates about the topic. | Student is unable to accurately answer questions posed by classmates about the topic. |
| **Images** | Images are in focus, are well cropped and are clearly related to the articles they accompany. | Images are in focus and are clearly related to the articles they accompany. | 80-100% of the images are clearly related to the articles they accompany. | More than 20% of the images are not clearly related to the articles OR no graphics were used. |
| **Total Score: \_\_\_\_\_\_/20** | | | | |